



EXECUTIVE DIRECTOR/STAFF REPORT: April 2010

- **Visitor Guide Fulfillments** Mail: **920** e-Brochures: **0** Downloads: **15**
 - Tour Texas – 175
 - Southern Living – 612
 - Texas Monthly – 13
 - Discover Texas – 59
 - Home & Away – 61
 - Tour Texas PDF Downloads – 15
- **Convention Groups Serviced:**
 - Frisco Soccer Association
 - Cinemark
 - YUM Brands
 - Heritage Association
 - National Association of Fee Appraisers
- **Site Inspections:**
 - Steve Smith w/Super Series, Embassy Suites & CC
 - Tx Assn Pupil Transportation Executive Committee (14) Members, Embassy Suites & Arena, Ballpark
 - FPD, Venues Only
 - USS Lindsey, Homewood, Hilton Garden Inn & Hampton
 - Jason Maresh w/AP Frisco (7) Hotel Tours & Sales Manager Introductions
 - TCMA – City staff, Embassy Suites & Dr Pepper Ballpark
 - NCAA Pre-Event Planning Site Visit
- **Meetings/Events Attended:**
 - Retail Strategy Meeting
 - OKC Mission Meeting
 - ABA FAM Tour Meeting w/Richardson, Lewisville & McKinney
 - Tara Green w/Super Bowl Host Committee
 - Registration Clerk Outing
 - NFL Hotel Meetings at Hilton Anatole
 - Website Conference Call to kick off SEO/SEM
 - FAM Itinerary
 - Lunch w/Irene, US Youth Soccer
 - Wayfinding Committee
 - Southland Conference, NCAA Site Visit Preparations
 - Lunch meeting w/Sandy Fielder, re: National Women's Hockey Bid

- Shawnee Trail Partnership for Grant Application
- Collinson Media & Events
- Baseball Meeting w/FBSA & Super Series
- Destination Frisco Advisory Board Budget Committee
- Breakfast Meeting w/Mike Roberts, AP Baseball Combine Update
- CVB/Hotel Partner Meeting w/The Dealey Group re: regional mktg
- **Presentations:**
 - Monthly Report to City Council
 - Texas Association Meeting Planner Luncheon
 - City Government 101
 - Market Street – United Foods
- **Sales Missions/Travel:**
 - Columbus, OH – NASC Sports Event Symposium
 - Grapevine, TX – DFWAE Association Day
 - Oklahoma City, OK – DFWATC Sales Mission
 - Austin, TX – Sales Calls & Client Luncheon
 - Corpus Christi, TX – TTIA Travel Fair
- **Special Projects**
 - CVB New Services Program
 - Texas Travel & Tourism Week
 - Spring FAM “Jimmy Buffett”
 - Shop Frisco Coupon Book
 - Exact Target Training
 - Scheduled Training: “Get The Edge”
 - Hosted Clients at RR Game (TAPT Committee)
 - (CSEE Certification) Certified Sports Event Executive
 - Leadership Academy
 - Supervisor Academy